



Signal Caller Unveils Call Letters — Packer quarterback Bart Starr connected for his first 1967 "payoff" pass today when he unveiled the new call letters of radio station WNFL—formerly WJPG. Starr also pulled a \$100 check from the car door

which was written out to Rawhide, Inc., a Wisconsin camp for underprivileged boys. On the receiving end is Rick Whitt, WNFL sports director. Flanking him is Hugh Boice, station general manager.

(Press-Gazette Photo)

WJPG

THE RADIO SERVICE OF THE PRESS-GAZETTE

ON THE AIR FRIDAY

TUNE IN **at the 8-TEN Spot** ON YOUR DIAL!!

Why Listeners Will Set Their Dials on 810

- COMPLETE LOCAL NEWS COVERAGE
- COMPLETE REGIONAL NEWS COVERAGE
- COMPLETE SPORTS COVERAGE
- ASSOCIATED PRESS NEWS
- FARM NEWS
- MARKET REPORTS
- MUSICAL PROGRAMS
- MEMBERS, WISCONSIN NETWORK
- WOMEN'S FEATURES
- SHOWMANSHIP IN PROGRAMS
- SPECIAL EVENTS IN AREA
- AGGRESSIVE MERCHANDISING
- OUTSTANDING PUBLIC SERVICE PROGRAMS
- TOP FLIGHT EXPERIENCED PERSONNEL

WJPG Starts Broadcasting TOMORROW MORNING!

WJPG inaugurates its initial daily program on the standard or AM band which can be heard on all existing radio receivers within the radius of coverage of the new 1000 watt transmitter. The point of vantage is that 810 kilocycles is a clear channel. In addition to this, stations broadcasting on a lower frequency can be heard a greater distance in proportion to the power used.

The technical equipment of WJPG and the installation of its transmitter and antenna is in accordance with the most efficient principles gained through years of experience by radio engineers. This will provide excellent reception in the Green Bay area and all of northeastern Wisconsin even under adverse conditions.

WJPG has the finest facilities and a wide range of services and its programming will measure up to the latest technical devices which will be put into operation. Listeners will find the broadcast service of the Press-Gazette much to their liking. Local events will be emphasized which will include all the people in this part of Wisconsin.

The new WJPG standard station will render a great service in the public interest because it will keep you informed on up-to-the-minute happenings as they occur. Further than that it will broadcast the activities and undertakings of many civic, social, farm, religious and government organizations. In short it will endeavor to develop a character which you can truly recognize as your own Green Bay radio station.



Shown is primary coverage area of WJPG. Secondary coverage area extends to the entire Green Bay area and surrounding communities. The actual broadcast area is indicated by the shaded area.

TUNE IN WJPG the 810 SPOT ON YOUR STANDARD DIAL

Broadcasting 7:15 a. m. to 4:15 p. m. daily

HOURS OF BROADCAST FOR PRESS-GAZETTE RADIO

WJPG 810 Kc.	WJPG-FM 101.3 Mc.
Standard Broadcast: 7:15 A.M. to 4:15 P.M. DAILY	Frequency Modulation: 8 P.M. to 11 P.M. DAILY



DOROTHY LINSAM
Music Supervisor



GLEN E. HOLMQUIST
Commercial Manager



VIOLET GOYTH
Music Supervisor



ELMO REED
Chief Engineer



JANE COLEMAN
Receptionist



DONALD PARKER
Asst. Chief Engineer



EARL GILLESPIE
Sports Announcer



GEORGE CARLSON
Engineer



ROBERT L. LUSZPU
Engineer



LEO PANDORF
Engineer



ROLAND HENRY
Engineer



HARRY HILL
Engineer



DALE WILSON
Engineer



FRANCIS MEAD
Announcer



JIM HADER
Announcer



BILL JONES
Announcer



LES TISHNER
Announcer



BOB VAN RYT
Announcer



JIM WESLEY
Announcer



BOB DOOLE
Announcer



LES TESFORD
Traffic



JOHN TERONIS
News Editor



MILTON WELLS
News Director



JANET SEIVERTER
News Director



JOHN H. WALTER
Station Manager



RUSS WORDE
Program Director



LARRY FITCHETT
Sales



MARY CASEY
Women's Features



BOB SMITH
Asst. Program Director



ANN WEIDENBERGER
Production Continuity